



WDIV

ORDER

Print Date 10/16/12

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Flight Dates **10/17/12-10/23/12**

Contract / Revision **250212 /**

Original Date / Revision
10/16/12 10/16/12

Advertiser **ISS/MI GOP**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

MICHIGAN GOP 10/17

Agency Com 15%

Billing Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06139184**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Order Share 35% Market Value 343571

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	25%	85892
WKBD	2%	6871
WWJ	16%	54971
WXYZ	22%	75585

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	56	\$102,212.50	\$120,250.00	0.00	10/01/12	10/23/12	56	\$102,212.50	\$120,250.00
Totals	56	\$102,212.50	\$120,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WDIV	10/18/12	10/18/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	--- 1---	:30	1	\$1,850.00	P-2	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$1,850.00		0.00			
N 2	WDIV	10/23/12	10/23/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	- 1-----	:30	1	\$1,850.00	P-2	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1-----		1				\$1,850.00		0.00			
N 3	WDIV	10/17/12	10/17/12	7-9am Today Show M-FM Today Show	CM	7-8a (7:00 AM-8:00 AM)	-- 1----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-- 1----		1				\$1,900.00		0.00			
N 4	WDIV	10/22/12	10/22/12	7-9am Today Show M-FM Today Show	CM	7-8a (7:00 AM-8:00 AM)	1-----	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1				\$1,900.00		0.00			
N 6	WDIV	10/22/12	10/22/12		CM	8-9a	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00



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Contract / Revision **250212** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 10/17**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-9am Today Show M-F															
Today Show (8:00 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1-----	1		\$2,000.00		0.00						
N 7	WDIV	10/17/12	10/19/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	-- 111--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$950.00		0.00						
N 8	WDIV	10/22/12	10/23/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$950.00		0.00						
N 9	WDIV	10/17/12	10/19/12	Noon News 12-1230p M-F Noon News 12-1230p	M-F	12N-1230P	-- 111--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$1,200.00		0.00						
N 10	WDIV	10/22/12	10/23/12	Noon News 12-1230p M-F Noon News 12-1230p	M-F	12N-1230P (12:00 PM-12:30 PM)	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$1,200.00		0.00						
N 11	WDIV	10/17/12	10/19/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	-- 111--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$1,200.00		0.00						
N 12	WDIV	10/22/12	10/23/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$1,200.00		0.00						
N 13	WDIV	10/17/12	10/19/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	-- 111--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$1,100.00		0.00						
N 14	WDIV	10/22/12	10/23/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	11-----	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$1,100.00		0.00						
N 15	WDIV	10/17/12	10/19/12	5-6pm Local 4 News M-F M-F Local 4 News	CM	5P-530P (5:00 PM-5:30 PM)	-- 111--	:30	3	\$2,100.00	P-2	0.00	NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$2,100.00		0.00						
N 16	WDIV	10/22/12	10/23/12	5-6pm Local 4 News M-F M-F Local 4 News	CM	5P-530P (5:00 PM-5:30 PM)	11-----	:30	2	\$2,100.00	P-2	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$2,100.00		0.00						
N 17	WDIV	10/17/12	10/19/12	5-6pm Local 4 News M-F M-F Local 4 News	CM	530P-6P (5:30 PM-6:00 PM)	-- 111--	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 111--	3		\$2,250.00		0.00						
N 18	WDIV	10/22/12	10/23/12	5-6pm Local 4 News M-F M-F Local 4 News	CM	530P-6P (5:30 PM-6:00 PM)	11-----	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **250212** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 10/17**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N18	WDIV	10/22/12	10/23/12	5-6pm Local 4 News M-F M-F Local 4 News	CM	530P-6P (5:30 PM-6:00 PM)	11-----	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$2,250.00		0.00			
N19	WDIV	10/17/12	10/19/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	--111--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$3,000.00		0.00			
N20	WDIV	10/22/12	10/23/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	11-----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$3,000.00		0.00			
N21	WDIV	10/17/12	10/19/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	--111--	:30	3	\$3,200.00	P-2	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$3,200.00		0.00			
N22	WDIV	10/22/12	10/23/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	11-----	:30	2	\$3,200.00	P-2	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$3,200.00		0.00			
N23	WDIV	10/17/12	10/19/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	--111--	:30	3	\$3,200.00	P-2	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--111--					3	\$3,200.00		0.00			
N24	WDIV	10/22/12	10/23/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	11-----	:30	2	\$3,200.00	P-2	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$3,200.00		0.00			
N25	WDIV	10/19/12	10/19/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	----1--	:30	1	\$5,400.00	P-2	0.00	NM	1	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--					1	\$5,400.00		0.00			
N26	WDIV	10/23/12	10/23/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	-1-----	:30	1	\$5,400.00	P-2	0.00	NM	1	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$5,400.00		0.00			
N27	WDIV	10/20/12	10/20/12	Sat Local 4 News @ 11p Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$4,500.00		0.00			
N28	WDIV	10/20/12	10/20/12	1130-1a SNL Saturday Night Live	CM	1130P-12A (11:30 PM-12:00 XM)	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-					1	\$2,000.00		0.00			
N29	WDIV	10/21/12	10/21/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1					1	\$900.00		0.00			
N30	WDIV	10/21/12	10/21/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WDIV

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Order Sep 00:15:00

Advertiser **ISS/MI GOP**

Product **MICHIGAN GOP 10/17**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N30	WDIV	10/21/12	10/21/12	Sun 6-630pm Local NewSM Sun 6pm		Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----1	1		\$1,550.00		0.00						
														Totals	56\$120,250.00